

Building Organizational Credibility: An 80/20 Approach

Most organizations have a plan for visibility. It's called their communications plan, and it outlines how they are going to put themselves in front of the groups they have defined as their target audiences.

Most organizations do not have a plan for building and growing relationships with the people who really matter to them, and involving them in both building the organization and feeling part of its success.

This is the sweet spot of credibility-building...the place to work on the 80/20 principle.

Seven key ways to build organizational credibility:

- Spend more communications time and resources with fewer people who matter more.
- Get clear and simple about what you're trying to do, and how you're doing at it.
- Pay a lot of attention to sharing information more quickly and more openly.
- Invite others to help you determine what it means for you to be effective.
- Make staff a valued front line in the credibility effort.
- Build a framework for participation where your stakeholders can be their own actors on your behalf.
- Make the CEO the chief credibility officer.